

DO YOU KNOW WHAT A LIBERTY BOND REALLY IS?

WHEN you buy a Liberty Bond you become a capitalist. All the broad lands, all the fertile acres, all the unlimited natural resources, all the huge industrial strength of the richest country in all the world backs these bonds of the Third Liberty Loan.

Every \$50.00 Liberty Bond the Government asks you to buy pays $4\frac{1}{4}$ per cent interest on the dollar. Is there any other investment that has the backing of these bonds? The Government is not asking you to GIVE; simply asks you to INVEST every dollar you can in the Third Liberty Loan, the proceeds of which will be spent to protect your home and your family.

Buy now—Buy today—Buy a dozen Liberty Bonds if you can—but anyway buy one—Buy until it hurts. **HELP TURN THE TIDE TO VICTORY!**

Do You Know What La France Shoe Really Is?

WHEN you buy La France Shoes you again become a capitalist. The trade-mark is stamped on shoes as a guarantee of faith. The dealer who sells the shoes stands behind them with his good name; thus you have a double guarantee.

La France trade-mark and the House of Berberich—manufacturer and merchant—pledge themselves to give you that to which you are entitled—your money's worth.

Look for the trade-mark,



Buy standard merchandise that is vouched for by a reliable concern.

This is a time when you need every safeguard in your purchases. War conditions make a necessity for economy in everything.

But the best economy is buying good shoes. For every woman's fancy, whatever your preference, you will be sure to find it among La France models of high-grade shoes now on display at the House of Berberich. Buy now—buy several pairs for economy—and invest the rest of your money in the **THIRD LIBERTY LOAN**.



LOW SHOE PRICES
\$5.00 to \$7.00.



813 Penna. Ave. N. W.

Berberich's

1116-1122 7th St. N. W.

Washington's Largest and Most Progressive Shoe House
Established 1868